

Arogya World's 2012 Accomplishments

2012 has been an exciting year for Arogya World and the NCD community. We are pleased that the world is waking up to the enormous threat that non-communicable diseases (NCDs) pose to global health and development, we are energized by the progress made, and look forward to continuing our work in 2013 to create a healthier future for everyone.

India Programs

Healthy Workplaces:

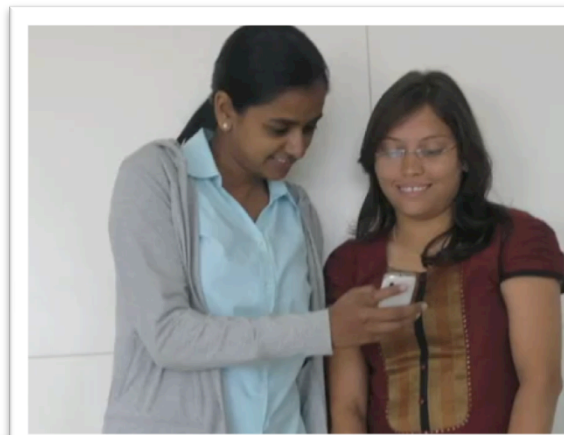
- Launched Healthy Workplace program, a pioneering public health effort, leveraging the workplace as a platform for chronic disease prevention.
- Developed new *Healthy Workplace Criteria* with multi-stakeholder input from IT industry and medical experts, at Bangalore workshop Feb 24, 2012.
- Unveiled criteria, in partnership with Public Health Foundation of India (PHFI), at high-profile panel discussion Nov 6, 2012. The Gurgaon event was attended by representatives from the Government of India, industry (Accenture, IBM, iGate), PHFI, WHO, WEF, TiE, Aetna and others.
- We will use the criteria for a large-scale Awards program starting in 2013 to encourage companies in India to invest in workplace wellness.



Photo: courtesy iGate

mDiabetes

- We made important advances in 2012 with mDiabetes, our ground-breaking *1 million person mHealth program in India*, a Clinton Global Initiative Commitment.
- From Jan 9, 2012, key partner Nokia began disseminating 56 text messages, developed with Emory University in 2011, twice a week, to Indian consumers who opted in, in 12 languages. The six month program is free to consumers.
- Reached 750,000 consumers from different parts of India through December 2012. We are on track to complete enrolling 1 million consumers, evaluating program effectiveness, and reporting preliminary results to CGI Sep 2013.
- Completed Message Refinement consumer research, evaluating responses from 750 consumers for message recall, clarity, ease of understanding and willingness to share.
- Promising consumer reactions required only slight changes to message content.
- Finalized Effectiveness Evaluation research design with input from our Behavior Change Task Force. Obtained Ethics Approval from the Center for Chronic Disease Control, India.
- Began Effectiveness Evaluation for mDiabetes Nov 2012.
- mDiabetes was a finalist for the 2012 Meffys Award, the mobile community's major awards for innovative mobile content and programs.



Healthy Schools

- The 2011-2012 program showed positive results - greater awareness

of diabetes and its complications, reduced consumption of junk foods and sugary drinks, and increased choice of healthy foods.

- Continued funding from Merck is supporting the program for 2012-2013 in the same 2,000 middle school children in 6 schools in Delhi, with partner Hriday.
- Program effectiveness will be measured.

Advocacy

In 2012, we continued to urge world leaders and the general public to take action on NCDs, with a focus on prevention.

- Led the co-ordination of a major 8-part op-ed series in September, 2012, with placements in *The Huffington Post*, *The Guardian's* Development Blog, and the ONE blog, a strategic communication effort that helped make NCDs one of the key issues of 2012.
- Developed innovative social media tools, leveraging our Interns and Fellows, to create a video – We Have A Situation - and a Healthy Fail meme, compelling people to get engaged with NCDs as an issue.
- Continued to write actively on various blogs, and by invitation, on Armchair Advocates and CNN.com.
- Developed a case study on New York City's bold approach to tackling NCDs.
- In April, Arogya World's Saligram was a featured speaker at a keynote session on Innovation and NCDs at the Geneva Health Forum.
- And In September, Saligram spoke at the first Health 2.0 conference in Chicago.



- Arogya World committed to participate in, and help sustain, the US-based NCD Roundtable, an off-shoot of the former Global Health Council.

Fundraising

- Held cultivation/fundraising events in a couple of cities.
- Participated in online fundraising efforts utilizing the Global Giving platform.
- Continued major gift solicitation.

Diabetes Prevention MHealth For 1 Million In India

Overview Wall (4) Reports (0) Photos (5) People (15) Share

\$1,880 Raised \$48,120 Remaining 16 Donations 0 Reports



Donations Matched 15%

BONUS DAY
All Donations Matched While Funds Remain

Sponsored by 

This project is trying to earn a permanent spot on GlobalGiving and for today all donations will be matched while funds are available.

Time left to give:

8	13	10
Hours	Minutes	Seconds

Organizational Growth

- Established the Arogya World India Trust in Bangalore on May 7, 2012.
- Expanded the boards to include six members in the US and four in India.
- Added key staff/consultants, for a current total of six.
- Utilized five interns and fellows
- Strengthened our administrative and financial reporting capability.
- Obtained external review of 2011 financials for state and federal filings.